



# PUBLIC NOTICE

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## WTB ANNOUNCES CHANGES IN THE UNIVERSAL LICENSING SYSTEM TO REVISE THE NAMES OF MARKET DESIGNATORS FOR MULTICHANNEL VIDEO DISTRIBUTION AND DATA SERVICE LICENSES

By this Public Notice, the Wireless Telecommunications Bureau (“Bureau”) announces changes in the Universal Licensing System (“ULS”) to revise the names of Market Designators<sup>1</sup> for the Multichannel Video Distribution and Data Service (“MVDDS”) in order to facilitate the licensing of MVDDS (radio service code “DV”).

In the Market Designators the letters “DMA”<sup>2</sup> will be replaced with the letters “MVD.” Thus, Market Designator “DMA001” will become Market Designator “MVD001”; Market Designator “DMA002” will become Market Designator “MVD002”; and so on, through Market Designator “DMA214,” which will become Market Designator “MVD214.”

Similarly, the letters “DMA” in the License Numbers will be replaced with the letters “MVD.” License Number “DV-DMA001” will become License Number “DV-MVD001”; License Number “DV-DMA002” will become License Number “DV-MVD002”; and so on, through License Number “DV-DMA214,” which will become License Number “DV-MVD214.”<sup>3</sup>

For further information, contact Mary Woytek or Peter Daronco, Broadband Division, at (202) 418-2487.

Action by Chief, Broadband Division, Wireless Telecommunications Bureau.

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<sup>1</sup> Market Designators are sometimes referred to as Market Names or Market Codes.

<sup>2</sup> Designated Market Area (DMA®) is a registered trademark of Nielsen Media Research, Inc. (Nielsen). The Commission adopted service areas for MVDDS that are based on 2002 DMAs. See *Third Report and Order*, ET Docket No. 98-206, 18 FCC Rcd 13468, 13471-74 ¶¶ 8-13 (2003). Only the names of the MVDDS Market Designators and License Numbers are changing. There is no change to the service areas that the Commission adopted in the *Third Report and Order*. See 47 C.F.R. § 101.1401. Nielsen owns the copyright to the DMA listing.

<sup>3</sup> The Bureau uses “license numbers” for auctions; ULS does not include this field.